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ROSE,
VOGUE

SPRING 1952

Roses for Your Garden



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SIEBENTHALER'S

3001 Catalpa Drive • DAYTON 5, OHIO

Phone: RA-1154

CHOICE ROSES for Your Garden

10 or More Plants 10% Discount,
except on POTTED PLANTS, available in late spring in most varieties at 50c additional.

Add 3% Ohio Sales Tax

The varieties marked with an asterisk (*) are All-America Rose Selections, having received the highest score of all Roses tested in the official test gardens throughout the United States.

Angels Mateu. Pat. 174. Huge, full-petaled flowers of brilliant peach coloring. Tall, healthy plant with glossy foliage. Best Rose of its color in this locality. \$1.75 each.

Applause. Pat. 829. Deep rich pink, very double, fragrant blooms. Vigorous, well-branched plant, highly productive. Winner of the Bagatelle Gold Medal. \$2.00 each.

Blanche Mallerin. Pat. 594. Exquisite pure white, fully double flowers on thrifty, bushy plants. Free flowering. \$2.00 each.

Butterscotch. Pat. 613. Long graceful buds and blooms, a delightful combination of yellow tones penciled with orange-buff. Very tall. \$1.75 each.

California.* Pat. 449. Pointed buds of ruddy orange; open flowers blended gold with reverse of petals coppery pink. A strikingly beautiful Rose and one of the best of its color. \$1.50 each.

Capistrano.* Pat. 922. Bright pink; does not fade. Very vigorous, upright growth; rich heavy fragrance. \$2.25 each.

Charlotte Armstrong.* Pat. 455. Long, pointed bud of blood-red, opening to solid rich cerise. Very large and fine. An outstanding variety. \$2.00 each.

Christopher Stone. Rich scarlet that holds from bud stage until petals fall. Intense Damask fragrance. \$1.50 each.

Condesa de Sastago. Cupped flowers of fiery copper inside and rich gold on the reverse. \$1.50 each.

Countess Vandal. Long, perfectly formed buds ideal for cutting. Brilliant two-toned pink shaded salmon and gold. A healthy plant of moderate size. \$1.50 each.

Crimson Glory. Pat. 105. Large, urn-shaped buds opening to deep vivid crimson. Delightful fragrance. One of the finest and most popular of all red Roses. \$1.75 each.

Debonair. Pat. 677. Clear primrose-yellow, very double. Delightful old-Rose fragrance. Handsome, disease-resistant foliage. \$1.75 each.

Eclipse. Pat. 172. Exceptionally long "streamlined" buds of golden yellow. Prolific bloomer. An ideal Rose for cutting. \$1.75 each.

Editor McFarland. Perfectly formed buds and blooms on long stems, freely produced the entire season. The long-lasting, rose-pink blooms are richly fragrant. \$1.50 each.

Etoile de Hollande. First introduced in 1925. Still the standard by which other red Roses are judged. Especially fine fragrance and form. \$1.50 each.

First Love. Pat. 921. Sensational long buds of soft dawn pink, similar in form to Eclipse. The plant is vigorous and free flowering. \$2.25 each.

Forty-Niner.* Pat. 792. Probably the most brilliant bicolor ever introduced. Outside of petals is rich chrome-yellow, inside face of petals is vivid Orient red changing to cherry-red. \$2.00 each.

Fred Howard.* Pat. 1006. A 1952 All-America Winner! Fully double blooms of cream yellow with edges of petals penciled pink. A good cutting Rose. \$2.75 each.

Good News. Pat. 426. Fragrant, well-formed flower of delicate pink and apricot. Vigorous, well-shaped plant; prolific bloomer. \$1.75 each.

Happiness. Pat. 911. A new, flaming red Rose from Francis Meiland, the originator of Peace. The long-stemmed blooms are many petaled and distinct in form. \$2.50 each.

Helen Traubel.* Pat. 1028. A 1952 All-America Winner and certain to attain great popularity. Long, pointed buds and exquisite blooms varying from sparkling pink to luminous apricot. Fragrant, fine for cutting. Vigorous, free-flowering plant. \$2.75 each.

Joanna Hill. A creamy yellow Rose of exceptional beauty, having near perfect form in bud and bloom. Fine cutting variety. \$1.50 each.

K. A. Viktoria. Creamy, long-pointed buds, opening to pure white petals with tint of lemon in center of flower. Often considered most perfect white Rose. \$1.50 each.

Katherine T. Marshall.* Pat. 607. Magnificent buds and flowers of warm clear pink. Heavy textured and long lasting. \$1.75 each.

McGredy's Ivory. Very large, creamy white merging to yellow at the base. Vigorous plant; disease resistant. \$1.50 each.

McGredy's Yellow. Unfading canary-yellow, excellent in form of bud and flower. Rich foliage. \$1.50 each.

Mirandy.* Pat. 632. Long, red buds opening to large, fully double, maroon-red flowers. Prolific grower with blooms of unusual lasting quality and rare fragrance. \$1.75 each.

Mission Bells.* Pat. 923. High-centered, salmon-pink bloom; long, pointed bud, fragrant. Profuse, continuous bloomer. \$2.25 each.

Mme. Henri Guillot. Pat. 337. Large, firm-petaled flowers borne singly on strong stems. Raspberry-pink with gold at base of petals. Extra-large, shiny foliage. \$1.75 each.

Mrs. Sam McGredy. Orange-salmon, changing to copper as the blooms mature. Branching plants with red canes and bronze foliage. \$1.50 each.

New Yorker. Pat. 823. Velvety scarlet petals; large, high-centered blooms. Moderate fragrance. Bushy, vigorous growth; abundant bloomer. \$2.00 each.

Nocturne.* Pat. 713. Long-stemmed buds in varying shades of rich cardinal-red; sweetly fragrant. Splendid for cutting and an all-round favorite. \$1.75 each.

Peace.* Pat. 591. Words are inadequate to express the exquisite qualities of this Rose. Huge, long-lasting blooms in a veritable rainbow of pastel glory, ranging from yellow and pink-edged buds to gold, cream, cerise and rose. America's most popular Rose. \$2.50 each.

Picture. Warm pink with undertones of salmon. The bud is truly a picture. Vigorous and healthy plant. One of the best pinks. \$1.50 each.

ROSE DUST. It is important to protect your Roses from both diseases and insects. Our Improved ROSE DUST is a complete fungicide and insecticide, formulated for this special use. It should be applied once a week and after every rain. Order a bag with your Roses.

Poinsettia. Long, beautifully formed buds and blooms of brilliant scarlet on tall, healthy plants. \$1.50 each.

President Herbert Hoover. Large flowers of flaming scarlet and yellow in the bud, opening to soft creamy yellow, streaked with scarlet. \$1.50 each.

Radiance. Soft pink, rounded flowers with lighter shades on reverse. Dependable everywhere. \$1.50 each.

Rex Anderson. Pat. 335. Exhibition Rose of lovely ivory-white. Its perfect form, large size and artistic style recommend it for show purposes. \$1.75 each.

Saturnia. Pat. 349. Petals of rich cardinal-red, salmon-yellow and copper. A bewitching aroma, a burst of color, a "must" for any garden! \$1.75 each.

Serenade. Pat. 852. Long, burnt-orange buds excellent for cutting. Open flower coral-orange and quite fragrant. Strong bushes with healthy foliage. \$2.00 each.

Shining Star. Long-pointed bud, opening to large, vivid unfading chrome-yellow with fruity fragrance. Foliage dark and leathery. \$1.50 each.

Show Girl. Pat. 646. Amazingly long, lovely pink buds, opening to solid phlox-pink petals with silver veins. Vigorous, free-flowering plant. One of the best pink Roses. \$1.75 each.

Sister Therese. Long-stemmed flowers of rich yellow, marked with carmine on outside of petals. Dependable grower and persistent bloomer. \$1.50 each.

Sutter's Gold.* Pat. 885. Long, pointed, golden yellow buds, richly shaded orange and red. High-centered, richly fragrant blooms freely produced on healthy plants. \$2.25 each.

Suzon Lotthe. Pat. 934. Peach-colored buds slowly develop into very double, pearl-pink blooms. A new Rose of unusual coloring and fragrance. Fine plants. \$2.50 each.

Taffeta.* Pat. 716. Lovely changeable color combinations from rose-pink, salmon or apricot to rich begonia-rose. Glossy foliage. \$1.75 each.

Talisman. Variable flowers ranging from rich scarlet and gold to deep rose and pale yellow. \$1.50 each.

Tallyho.* Pat. 828. An entirely new color—old-rose with reverse of petals cardinal-red. Magnificent, fully double flowers with rich spicy fragrance. Tall, robust plant. Tallyho is an exceptionally fine Rose—a "must" in every garden. \$2.00 each.

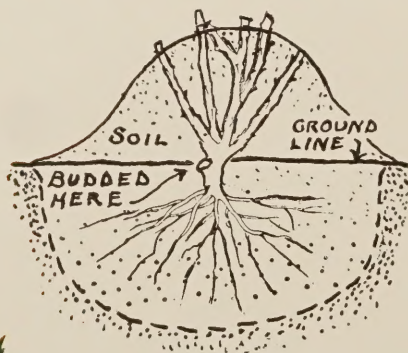
The Doctor. Long-pointed buds, expanding to enormous, 6-inch blooms of exquisite silvery pink. Intense fragrance. A moderate grower. \$1.50 each.

TREE ROSES

We offer a fine assortment of growing, potted Tree Roses at \$6.50 each. Ask for list of available varieties.



© FLORIBUNDA ROSE, FASHION



Proper Method of hilling up
a rose at planting time

The above sketch shows the proper way to plant and hill up a Rose. Dig hole considerably larger than spread and depth of roots. Fill in enriched soil around the spread-out roots, keeping the crown or bud barely covered below the finished ground line after tramping. Water thoroughly, and hill up 6 to 8 inches of moist soil around top of plant as shown. This is very important. Completely remove this additional soil when growth starts. Ask for detailed instruction sheet on "Growing Roses the Easy Way."



© COUNTESS VANDAL

Beautiful ROSES to Plant in Your Garden!



© REX ANDERSON



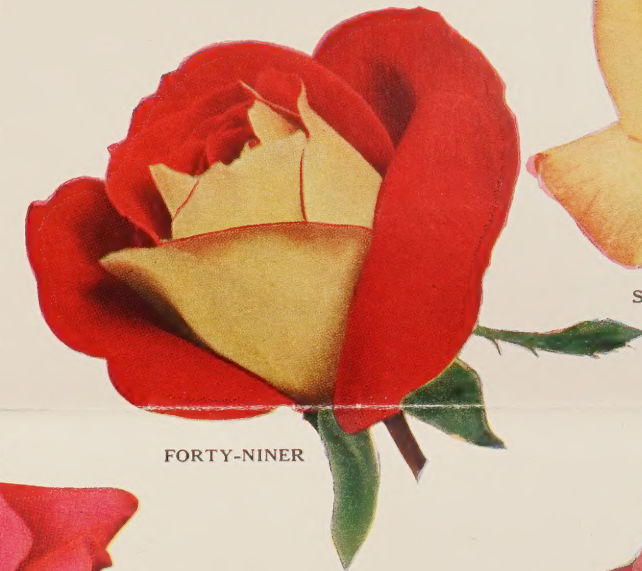
© *Peace*. Pat. 591. Here is the Rose that has been winning prizes all across the country, as well as abroad, for the past few seasons. It is the first Rose to be awarded the National Gold Medal of the American Rose Society and is rated highest by Rose Society members. Plant *Peace*, and you will agree that it is Queen of the Garden. Its enormous, beautiful blooms pass through a constantly changing range of pastel tones, each day seemingly more lovely than the last. And what is of interest to home gardeners is the fact that the plant is just as good as the bloom—sturdy, disease resistant, and bearing very leathery, dark green foliage on thick canes. **\$2.50 each.**

"COLLECTION SPECIAL"

One each of the 12 Hybrid Tea Roses pictured on this page, Value \$23.50

for \$19.40 plus Ohio Sales Tax 58c

Total \$19.98



FORTY-NINER



SUTTER'S GOLD



MIRANDY



CHARLOTTE ARMSTRONG



TALLYHO



HELEN TRAUBEL



© ECLIPSE



PICTURE

Our roses are trimmed ready for planting and individually labeled. Planting should be done only when the soil is in loose friable condition.

One of the most important things to do is bank the soil six to eight inches high, in a cone shape, around each plant until the growth starts. Then gradually work this soil down to the level of the bed.

Our plants are guaranteed, and those failing to grow will be replaced providing they are returned to us by June 1st with the original label attached and providing they are planted promptly on arrival and given good care.



Siebenthaler's

3001 CATALPA DRIVE
DAYTON 5, OHIO

Phone: RA-1154



CRIMSON GLORY



© CLIMBING ROSE, BLAZE

CLIMBING ROSES

10 or MORE PLANTS 10% DISCOUNT, except on Potted Plants, available in late spring in most varieties at 50c additional. ADD 3% OHIO SALES TAX.

Blaze. Scarlet-red flowers like Paul's Scarlet Climber, with repeat-blooming habits under favorable conditions. \$1.50 each.

City of York. New, very hardy climber, with 3-inch, snow-white, fragrant flowers. Awarded Gold Medal of American Rose Society. \$1.50 each.

Crimson Glory Climber. Pat. 736. The rich color, perfect form and fragrance of the Hybrid Tea, reproduced on a strong climber. Deep velvety crimson. Repeat-blooming. \$2.00 each.

Dr. J. H. Nicolas. Pat. 457. Large, long-lasting, bright pink blooms with rich fragrance. Repeat bloomer that improves with age. A pillar Rose. \$2.00 each.

Golden Climber (Mrs. A. C. James). The supreme yellow Rose. Fragrant; ideal for picking. Very long, stiff stems. \$1.75 each.

High Noon. Pat. 704. Beautiful, lemon-yellow buds on long cutting stems with no thorns. An 8-foot pillar of handsome, glossy foliage, with continuous blooming habit. Somewhat tender. New. \$2.00 each.

Mary Wallace. Brilliant, warm rose-pink shaded salmon. Very hardy. \$1.50 each.

New Dawn Climber. Delicate, soft pink blooms on long stems, recurring throughout the summer. This is the everblooming form of Dr. W. Van Fleet Climber. \$1.50 each.

Paul's Scarlet. Popular bright scarlet climber. A long-time favorite. \$1.50 each.

Peace Climber. Pat. 932. The same perfect buds slowly opening into large, fully double flowers. Gold changes to canary, then lightens to creamy ivory with a touch of pink. Repeat-blooming. \$2.50 each.

Picture Climber. Pat. 524. Each flower is a perfect picture in clear rose-pink with salmon undertones. Repeat bloomer. \$1.75 each.

Talisman Climber. A climbing form of the popular everblooming Talisman. Colors range from rich scarlet and gold to deep rose and pale yellow. \$1.50 each.

FLORIBUNDA ROSES FOR ALL-SUMMER BLOOM

10 or MORE PLANTS 10% DISCOUNT, except on Potted Plants, available in late spring in most varieties at 50c additional. ADD 3% OHIO SALES TAX.

Betty Prior. Pat. 340. Large, single flowers, dark carmine outside and soft shell-pink inside. Tall grower. \$1.50 each.

Dagmar Spath. Masses of pure white flowers continually borne on bushy plants of medium height. \$1.50 each.

Fashion. Pat. 789. Coral-pink suffused with gold—a sparkling new color in Floribundas. Bushy plants of medium size, always in bloom. \$2.00 each.

Floradora. A magic new color in Roses, attracting universal attention—bright cinnabar-red. Upright plants with glossy, coppery green, holly-like foliage. A good cutting variety. \$1.50 each.

Freensham. A new Gold Medal winner from England and highly regarded by all who have grown it here. Striking, bright red flowers in great profusion. Heavy-stemmed plants grow 3 feet high and almost as wide. \$1.50 each.

Geranium Red. Pat. 811. An unusual variety because of its brilliant geranium-red color and very double, 3 to 4-inch blooms, produced singly on slender stems. Medium height. \$1.50 each.

Goldilocks. Pat. 672. The first really yellow Floribunda. Buds are rich gold, opening slowly to clear yellow blooms 3 inches across. Spreading plants reaching 2 feet in height. \$1.50 each.

Improved Lafayette. Tall-growing plants continually produce great quantities of vivid cherry-red flowers. They are semi-double and unusually large for a Floribunda. An exceptional variety in great demand. \$1.50 each.

Irene of Denmark. Pat. 889. A new Floribunda with double flowers of fine form and purest white color. Medium grower. \$1.50 each.

Margo Koster. Clusters of small, salmon-pink, globular-shaped flowers on dwarf, 15-inch plants. Fine edging or foreground variety. \$1.50 each.

Masquerade. Pat. 975. New, unique and different. Opening color is yellow, changing to pink and finally red, all colors showing at same time on each cluster. Plants of open growth, about 3 feet high. \$2.00 each.

Pink Bountiful. Pat. 601. Large, bright soft pink flowers on erect stems, resembling Hybrid Teas. Excellent for cutting. Best of its color. \$1.50 each.

Pinocchio. Pat. 484. Salmon-pink flushed with gold at base. Healthy plants to 24 inches. \$1.50 each.

Red Pinocchio. Pat. 812. Rich velvety red, double flowers borne in large clusters. Long lasting and does not fade. Bushy, medium grower. \$1.50 each.

Red Ripples. Brilliant masses of waxy-petaled, red flowers throughout the season. Vigorous, healthy plants about 2½ feet tall. \$1.50 each.

Rosenelfe. Fully double, silvery pink blooms of Hybrid Tea quality. Fine to cut. Medium height. \$1.50 each.

Vogue. Pat. 926. Sensational new All-America Award Winner for 1952. Brilliant cherry-coral color with high-centered, 3 to 4-inch flowers. Plants grow to about 2½ feet and are prolific bloomers. \$2.25 each.

World's Fair. Pat. 362. Clusters of velvety, deep red flowers 3 to 4 inches across, semi-double. Height of plant, 30 inches. \$1.50 each.



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